

Carolina Country



JULY, 1974

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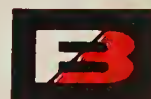


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July, 1974

For Better Medical Care

Earlier this year, *Carolina Country* passed along the opinion that what can and should be done to meet North Carolina's medical needs will be one of the biggest issues in the state this decade.

In our view, the greatest need is for more doctors — particularly general and family practitioners — willing to locate in the towns and small cities of rural North Carolina.

North Carolina has only about 4,800 practicing doctors, or about one per 1,000 persons. The national average is one doctor per 714 persons.

The shortage is aggravated in North Carolina by the fact that a majority of the 4,800 practicing doctors practice in the cities. Sixty of our 100 counties have fewer family doctors per population than 10 years ago.

If rural North Carolinians hope to have more family doctors, they must do something more than is being done. One thing they can do is help create scholarships to encourage medical students to become family doctors serving rural patients.

We think *Carolina Country's* readers would contribute to such a cause, and university foundation directors with whom we've talked say they'll help set up the scholarship so that contributions will be tax-deductible.

To get things started *Carolina Country's* editor has pledged any royalties from his book, *Carolina Country Reader*, as seed money for a Carolina Country Family Medicine Scholarship Fund. The scholarships would be awarded initially by the University of North Carolina Medical School at Chapel Hill and the East Carolina University Medical School at Greenville to incoming first year medical students willing to enter family practice in rural North Carolina.

In addition, Moore Publishing Co. of Durham, publisher of the book, has agreed 40 percent of the money received from copies of *Carolina Country Reader* sold through this magazine and by clubs or groups, like EMC Women, in connection with the fund raising effort, also will go into the scholarship fund.

For more information about Carolina Country Family Medicine Scholarship and how you can help, write to: Medical Scholarship, Carolina Country, P.O. Box 1699, Raleigh, N.C. 27602.

Jim Chaney

COVER — "Mrs. Leonard's Marigolds" and "The Rowboat" are just two of the beautiful paintings of Bob Timberlake, nationally famous artist from Lexington, N.C. A feature article this month explores the life and work of this remarkable young artist. We are deeply grateful to Hall Printing Company of High Point for providing these pictures, which are outstanding examples of why Hall Printing has won awards for production of Timberlake prints. Our thanks also to staff members of John Harden Associates of Greensboro for their story and photographs.

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CAROLINA COUNTRY JULY, 1974

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YOU AND YOUR GOVERNMENT

A Report by U. S. Rep. James T. Broyhill, 10th District

This is the twelfth in a series of messages prepared for *Carolina Country* by members of North Carolina's Congressional Delegation.

As the Tenth District's Congressman, Rep. James T. Broyhill serves the people of Alexander, Burke, Caldwell, Catawba, Cleveland, Gaston and Watauga counties. His home address is Lenoir. He has district offices at Lenoir and Gastonia.

There are always a number of important decisions facing legislators in Washington, and we spend a great deal of our time seeking facts, soliciting the views of those we represent, and weighing the alternatives to reach good, equitable, and workable solutions to the nation's problems. I can honestly say that no other issue has occupied as much of my time in recent months as the energy crisis that has confronted our country. Energy shortages have affected in some way every person and every segment of the economy in the United States.

The questions involved are not easy ones to answer. The facts behind the problem are not easy to determine or to understand. And the decisions that must be made are very difficult. But there is one conclusion that must be reached and must be acted upon by this nation as a whole: The United States must become self-sufficient in its energy production as soon as it can possibly do so.

We do not think of our great country as an underdeveloped nation. But in terms of energy production and energy consumption, we have definitely become underdeveloped. We have seen the cost of this underdevelopment in the current petroleum shortages and soaring costs of petroleum products.

Our demand for energy has been growing at the rate of four to five percent a year for the past twenty years, while domestic exploration peaked in 1956 and domestic production has been decreasing since 1970. Most important recently, we have been relying on imports for one-third of our petroleum needs.

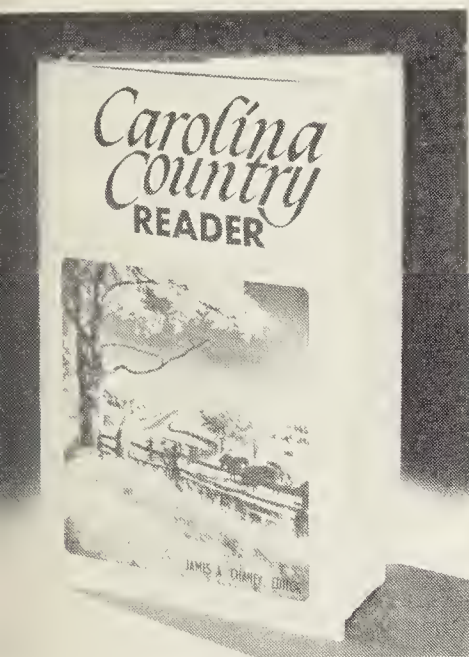
The United States and other industrialized nations are moving into an era where energy, as well as many other critical raw materials, will be more difficult and costly to obtain. There is only one acceptable answer as we face this situation in the years to come: energy self-sufficiency for the United States.

Our most immediate challenge in the problem of matching energy demand with supply, through conservation and allocations that will allow us to manage the energy shortage without severely disrupting jobs or the vitality of the economy. The American people have given strong support to the voluntary conservation programs which have been instituted, and this has to some degree reduced energy demands.

A longer-term goal of a national energy policy must be to wean the United States away from such a heavy dependence on energy imports, by accelerating domestic energy production and reducing waste. Efficient energy use and a new energy ethic to use all our energy sources more judiciously must be an integral part of our quest for energy independence.

This goal presents a formidable challenge and will require the cooperation and dedicated efforts of government, industry, and all American citizens. It will require a substantial amount of money, and we must realize that we will never see the cheap and plentiful supplies of energy which our nation has enjoyed in the past. But the American people do not shrink from challenge, and I have every confidence in our ability to face up to the problems of the energy crisis, to mobilize our resources, and to work together toward a nation self-sufficient in meeting its energy needs.

CAROLINA COUNTRY BOOKS

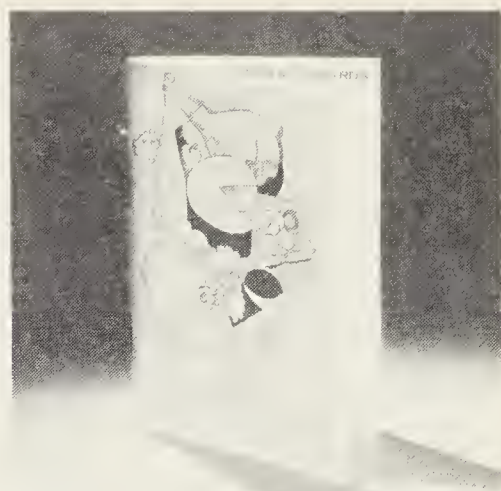


Carolina Country Reader, by Jim Chaney, with foreword by Sam Ragan, has been called "a book for all seasons — the human seasons as well as the turns of the calendar." Other reviewers have written: "The stories are entertaining and rich in everything from humor to pathos . . . sprinkled through its pages are a number of excellent poems." A review in *THE LATE* said, "Carolina Country Reader could only have been put together by someone who loves North Carolina and its citizens, and it should be in the home of every true Tar Heel."

Published by Moore Publishing Co., Durham, N.C., *Carolina Country Reader* is a 269-page, attractively bound book with original illustrations containing more than 90 favorite stories, essays, articles and poems from *Carolina Country* magazine.

Ask for *Carolina Country Reader* wherever books are sold. If there's no bookstore in your community, or you'd prefer to have the book delivered to your mailbox, use the coupon below. The coupon price includes tax and mailing costs.

The author/editor has pledged his share of the proceeds from the book towards the establishment of a *Carolina Country* scholarship for first-year medical students who agree to go into family practice in rural North Carolina. By agreement with the book's publisher, 40 percent of the money received through this coupon offer will also go to the scholarship fund.



Several thousand copies of *Carolina Country Cookbook* have been sold since we first offered it to our readers. It is a bargain of a cookbook, chock full of *Carolina Country* flavor, and the recipes all were evaluated and kitchen-tested by good cooks to make sure the instructions and measurements were correct.

Orders are still coming in for *Carolina Country Cookbook* but the supply remaining is limited. If you don't have a copy, use the coupon below to order one now. And while you're at it, order extra copies to give as gifts to the good cooks you know. The price is only \$1.50 each (including tax and mailing). Forty percent of the proceeds will go to the Carolina Country Family Medicine Scholarship Fund.

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BOB TIMBERLAK

Story by Hugh Morton, Jr., and Penny Martin
Photographs by Lane Atkins and Matilda Curtis

"Call it what you will — nostalgia, remembrance, childhood recollections — Bob Timberlake's work awakes emotions buried somewhere in each of us. For a moment in time we return to faith; to a belief that the hour is ours and not priced by a time device."

Bob Winters of *Southern Antiques and Interiors* recently used these words to describe the paintings of Lexington, North Carolina artist Bob Timberlake.

The two paintings featured on the cover of this month's *Carolina Country* are vivid examples of what has made Bob Timberlake's paintings so popular. Their qualities of sensitivity and timelessness have generated sufficient demand to gain Bob Timberlake the reputation of being the most popular realist painter in the South today.

Bob Timberlake's success has come practically overnight. Although he had

painted for pleasure most of his life, Bob Timberlake began painting seriously only after a visit to Andrew Wyeth in February of 1969. He drove up to Chadds Ford, Pa., talked with the Wyeths, and after discussing the six paintings he took with him, received the encouraging advice to go home and devote full time to painting.

Bob says he drove the trip back without remembering any of it. He was so elated at the prospect of devoting full time to art, and so inspired by receiving such encouragement from one of the greats, that he could think of nothing else. Timberlake says Wyeth is the real reason he is now painting full time.

Wyeth's influence is apparent in Bob Timberlake's painting, and his interest in his native North Carolina for subject matter has led Bob Talbert of the Knight Newspaper chain to describe Bob Timberlake as "the Southern Wyeth."

Bob Timberlake's subject matter ranges widely through environments about him and the people he knows. He paints in a studio located near rural Southmont, N.C., 15 minutes from his Lexington home. The studio, a log cabin which is over 200 years old, is reputed to be the oldest residential structure in Davidson County. It has been renovated to allow the artist to take full advantage of the natural sunlight streaming in from overhead windows.

One of Bob Timberlake's fondest critics is Wanda, a ten-year-old who lives with her grandparents near Bob's studio. "She visits me often," Bob chuckles, "and helps take care of 'our' twelve or thirteen stray dogs that have taken up residence around my studio and her house."

The friendship with Wanda is perhaps best revealed by a painting entitled "Wanda." The painting is one of the few portraits Bob has ever painted.

It hangs in his home and it is doubtful that he will ever part with it.

Painting subjects that are especially dear to him has made Bob Timberlake's life as an artist even more enjoyable. He shies away from "commissions," for he has found that he enjoys his painting more if he chooses subjects he just "stumbles on while walking in the woods or on the beach." Bob explains that what draws him to many of his subjects are "textures and shadows." He adds, "I paint what I enjoy, and I can only hope that other people will enjoy barns, old wood, flowers, and rowboats."

The demand for Bob Timberlake's originals and prints is testimony to the fact that people are attracted by subject matter and style. This demand has caused the value of Bob's paintings to appreciate rapidly — in fact, his first commercially released print, entitled "Mr. Garrison's Slab Pile," is currently selling for more than 20 times the asking price of a year ago.

This phenomenon has naturally attracted art speculators to invest in Bob Timberlake's works. All of this clamor is still somewhat of a mystery to Bob. He maintains that he "can't really grasp the idea that someone would pay the same price for one of my paintings as they would for a new car."

One of the most popular prints released to date has been "The Rowboat," shown on this issue's cover. The subject of the painting is an abandoned Coast Guard house located on Bald Head Island, N.C., the northernmost tropical island on the Atlantic Coast.

The stillness of the empty house and the unattended rowboat are in contrast with the stormy sky and gulls — only signs of activity. That nostalgic sense of time spent, then lost is captured in a style that belongs to



"Timberlake painting a landscape near his country studio"

CAROLINA COUNTRYSIDE ARTIST

Bob Timberlake. Demand for "The Rowboat" led to the print's tripling in market value less than six months after its release.

"Mrs. Leonard's Marigolds," also shown on the cover, is another painting that is growing rapidly in popularity. Released this spring, all 1,000 copies of the print were bought by collectors in just a few weeks.

Sketched in the backyard of Mrs. David Leonard, who lives just north of Lexington, the marigolds had just been picked to be carried to the Farmer's Market in Winston-Salem. The early morning sun casting shadows, the homely and rural touch of the watering trough, and the unpretentiousness of the coffeepot used as a container were dramatically captured by Bob Timberlake's keen sense of observation and sensitive selection of detail.

Along with the sky-rocketing demand for his paintings, national acclaim and attention have also come almost overnight to this young artist. Only 37, and painting seriously for only four years, Bob Timberlake is now participating in an exhibition which includes such national figures as Norman Rockwell.

National recognition has not changed Bob Timberlake's warm, joyful and almost boyish personality. Says one Lexington neighbor: "Bob's not one of us, and he's never tried to be anyone else. I've read where some artists are like hermits — they hide away somewhere and don't allow their neighbors to come near them. Not Bob Timberlake. When we pass him on the street he always stops us to ask how the family's doing. I don't guess Bob'll ever be uppity with us."

Indeed, in talking with Bob Timberlake one quickly recognizes that "uppity" and "eccentric" are words that will never apply to this gentle, easy-going man. He is a devoted family man, and when he is not spending time

with his "second family" (Wanda and their 12 or 13 stray dogs), Bob can always be found with Kay and their three children, Kelly, Ed, and Dan. The family spends most weekends relaxing with relatives and friends in Lexington.

When warm weather arrives, Kay and Bob like to load up the station wagon with the kids and "just about everything but the kitchen sink" and head for the beach. One of their favorite trips is to Bald Head Island, where Bob and Kay are property owners. Quiet walks along the deserted beaches of the island have inspired many of Bob Timberlake's paintings, including "The Rowboat."

Bob Timberlake is truly grateful for the talent he has developed. "You know," he reflects, "if it weren't for painting, I never would have had the chance to get to know the many fine people who have become friends during the last few years. It really warms me," he continues, "when I talk to some of the people who own my

paintings. One man told me that he finds himself getting up in the middle of the night to look behind the trees in one painting I did. He says he always sees something new.

"I enjoy my work so much that I feel it's almost wrong to be painting as my full occupation. Each one of us has a purpose, a place, something to convey in life. Painting is my language, and I have so much I want to say!"

Bob Timberlake is saying something to each of us in his paintings. One evening during a recent exhibition, a newspaper reporter from the *Philadelphia Inquirer* asked that Bob accompany her to another part of the exhibit hall where an elderly woman was standing in front of one of his paintings. Not noticing the two, the woman continued to stand before the painting and sob quietly, yet happily, to herself.

Experiences such as this insure that Bob Timberlake will keep on painting to do his "little bit in this world."



"Bob, Wanda, and two of 'their' dogs"

Year of the Big Squeeze

By Bill Humphries

Like most farmers, Norris and George Watkins and their 72-year-old father, Marvin Watkins, of Rt. 2, Wake Forest, had a "right fair year" in farming in 1973. Their crops brought good prices, costs stayed at reasonable levels, and they had money left after paying their expenses.

In 1974, things are different. Production costs are sky-high, some essential production items are scarce, and the market price outlook for their crops is anything but rosy.

In short, 1974 may go down in agricultural history as the Year of the Big Squeeze.

Farmers are caught in the middle between soaring production expenses and declining market prices. At this stage there appears to be no way that most food, fiber and tobacco producers can come out as well as they did last year.

"Farmers have taken a major adjustment in price in the last several weeks," Agriculture Secretary Earl L. Butz said in the midst of the spring planting season. In the next breath he put the situation bluntly: "Prices of major farm commodities have dropped 20 to 40 per cent since January and February."

North Carolina Agriculture Commissioner James A. Graham said farmers are confronted this year with problems for which there is no logical way to arrive at solutions.

"Producers are being told to farm from fence-row to fence-row with no assurance they can get needed fertilizer, equipment or fuel. . . . Not knowing whether the tools of agriculture will be available brings us to a tunnel with no guarantee there is an opening at the other end."

Most producers are continuing to farm. But they are doing so with a feeling of uncertainty and uneasiness as they seek to line up production supplies and labor and as they look with questioning eyes toward the prospect of lower market prices at harvest time.

For many farm commodities, prices received by farmers fell by record amounts this spring. Among the big



Norris (Butch) Watkins: Soaring production costs, declining market prices.

losers were wheat, hogs, cattle, corn, soybeans and eggs. In just one month, wheat prices dropped by an all-time record of 98 cents a bushel, to \$3.98. Soybeans declined 81 cents a bushel to \$5.15, nearly \$1 lower than a year earlier.

Cattle feedlot operators reported they were losing \$100 per steer early in the year. Later, the price of hogs fell below \$27 a hundred pounds, less than half as much as the \$56.20 price in North Carolina last August. The loss to hog producers was reported to be around \$20 per animal sold, and there were warnings of an impending shortage of pork unless prices improved.

Tom Farmer, executive secretary of the N.C. Pork Producers Association, attributed the lower hog prices to reduced demand brought on by inflation, unemployment, competition from other meats and the attitude of consumers. Dr. John Ikerd, an extension economist at North Carolina State University, said he expected hog prices to improve later in the year.

On the turkey front, William Sharrard of Goldsboro, president of the National Turkey Federation, said, "Producers today are losing from \$2 to \$4 a bird."

North Carolina is the third largest turkey producing state in the nation. A number of producers began selling their birds from their breeder flocks at a loss, destroying eggs to reduce the supply of turkeys.

Jack Williams of Rt. 2, Faison, said if corn prices decline to \$1.60 a bushel this fall as some sources have predicted, he would lose \$13.60 per acre plus his labor and equipment expenses.

Williams said the cost of nitrogen (anhydrous ammonia) for his corn crop had risen from \$70 a ton in 1973 to \$350 a ton in 1974—a devastating 500 percent increase. "Based on 100 tons I would need, this increase alone is from \$2,100 to \$10,500 or an \$8,400 increase on one item of cost expense," he asserted.

Norris and George Watkins and their father Marvin are not "bi-

farmers by any means but they very definitely are feeling the effects of the Big Squeeze. "Expenses are up, but our crops won't bring that much more money," said George.

The Watkins family used 10 tons of 3-9-9 fertilizer on their 11-acre flue-cured tobacco crop. The cost last year was \$79 a ton. By planting time in May it had risen to \$105 a ton—a jump of 33 per cent.

"We filled our 250-gallon gasoline tank yesterday and it cost 51.9 cents a gallon for regular," Norris said. "A year ago we were paying 38.9 cents for the same kind of gasoline." They use about 1,250 gallons a year. Diesel fuel, for one of their tractors, and curing oil for tobacco both are up in cost from a year ago.

Tobacco seed cost \$21 an ounce, same as in 1973, but seed corn for their 15-acre crop was up by \$5 a bushel.

Farmers' living expenses also are higher than in 1973. Taxes take a bigger bite out of their returns, and interest rates on borrowed funds have hit all-time records.

USDA estimated the total increase in 1974 farm production expenses over 1973 would be \$9 billion, a figure that would slash the net income of the nation's farmers by about \$4 billion.

As for labor costs, North Carolina farm wage rates on April 1 averaged \$13.90 a day (without room and board), an increase of \$1 a day from a year earlier.

"Our labor bill last year was around \$1,200—just for putting in (harvesting) tobacco," Norris Watkins said. "We have a looper (automatic stringing machine) but no bulk barns. Last year we paid \$2 an hour for tobacco harvest labor. This year we expect to pay \$2.25 an hour."

New federal legislation raised the minimum wage for covered farm workers (those employed by a farm operator who hired as much as 500 man-hours of labor in any quarter of 1973) from \$1.30 to \$1.60 an hour, effective May 1. The minimum will rise to \$1.80 next Jan. 1, to \$2 in 1976, \$2.20 in 1977 and \$2.30 in 1978, when the differential in minimum wage for agriculture and non-agriculture will be eliminated.

To save on fuel, labor and other costs, many farmers have been combining several field operations such as

applying insecticides and herbicides at the same time rather than going over the field twice, according to C.W. Tarlton, agricultural extension chairman in Johnston County.

Dealers in Halifax County were having difficulty meeting the demand for herbicides and other pesticides, and farmers were using substitutes "although the choice may not be as effective," said Clyde Peedin, extension chief in the county.

"Farmers are more energy conscious and are doing their best to conserve fuel where possible," said Bruce H. Woodard, who heads the extension staff in Cumberland County. "They are attempting to keep tractors timed better and to keep land preparation to a minimum."

Corn was sod-planted in some counties, such as Orange, to reduce or eliminate cultivation. And Columbus County Extension Chairman Charles D. Raper said many farmers were gearing their corn planting to the supply of liquid nitrogen.

"If they can't get liquid nitrogen, they quit planting corn," Raper said. "They don't feel they can depend on getting other forms of nitrogen later on."

One national estimate indicated that corn yields this season may be down by five bushels an acre because growers are stretching available nitrogen supplies as much as possible.

Meanwhile, in late spring the outlook for market prices remained far from optimistic.

The support price for flue-cured tobacco will be 83.3 cents a pound, up from 76.6 cents last season. Growers are doubtful, however, that the market price, which was 88 cents in 1973, will rise as much as the support price. Most predictions indicate the market average will be insufficient to compensate for increased production costs.

Changes in the peanut support program, while less drastic than those proposed at one time by the Administration, will prevent prices from rising substantially above last year's average of 16.6 cents a pound in North Carolina.

Many cotton growers had hoped to sell their 1974 crop on contract at favorable advance prices, but as of mid-May forward crop contracting remained at a standstill with no real

interest shown by farmers or cotton merchants. The spread between offering and asking prices continued to widen.

North Carolina soybean prices dropped from \$6.26 a bushel in February to \$5.35 in late May. Corn was down from \$3 a bushel in February to \$2.70 in May. Good slaughter steers, 1,000 pounds and up, were bringing \$48.50-\$50.60 per cwt. in February but declined to a range of \$37.25-\$40.50 in May. Hogs fell from the \$41-\$42 per cwt. range early in the year to \$26.25-\$28.50 during the week of May 20.

Feeder pigs showed one of the sharpest drops—from nearly \$29 a head the last of April to \$24.50 in early May and less than \$20 a head by the latter part of May.

In April alone, according to government figures, U.S. farm product prices declined 19 per cent for grains, 12.1 per cent for live poultry, 10.3 per cent for eggs, and 6.7 per cent for livestock.

Many farm spokesmen—including Agriculture Secretary Butz and N.C. Farm Bureau president B.C. Mangum—expressed concern and indignation because price drops for hogs and cattle, as well as other commodities, were not being reflected in lower retail prices to the consumer. If the price declines were passed along to the public, they said, consumption would increase, prices would rise, and farmers would be encouraged to boost production.

Why are farmers continuing to produce when they face such shortages, uncertainties and price declines? Perhaps the best answer came from T.C. Smith, president of the Lenoir County Livestock Association:

"There is no turning back when you have your neck stuck out so far. When a farmer grows corn there is nothing to sell until that corn is harvested."

Adding to farmers' woes, many farm suppliers stopped offering discounts and dealer financing, demanded "cash on the barrel head," and forced many producers to do without needed supplies, stretch what they had farther, or try substitutes that may not do the job effectively.

Bill Humphries, now agricultural editor for the N.C. State University Dept. of Agricultural Information, was for many years a nationally outstanding newspaper farm editor and columnist.

BACK TALK FROM THE FARM

For years the farmer has been stereotyped as a straw-hatted man of the earth, living off the land—and government subsidies—with little to say beyond “Yep” and “Nope.” He has long been the butt of jokes like the one-liner about the farmer who rowed through the flood waters to pick up his drought relief check. But in some humorous renditions, a flash of insight has shown through. The familiar folk song about the stranger stopping along the road to ask his way from the farmer ends with the lines:

“Farmer, you aren’t very smart, are you?”

To which the farmer replies, “Nope, but I ain’t *lost*.”

While still men of rugged dress, long hours on the job with no sick leave, and close to the soil, most agricultural producers today are not “lost” in the modern world. On the contrary, they are very much with it. Rollbacks, export bans, shortages, boycotts, rising food prices, angry consumers and angry farmers and

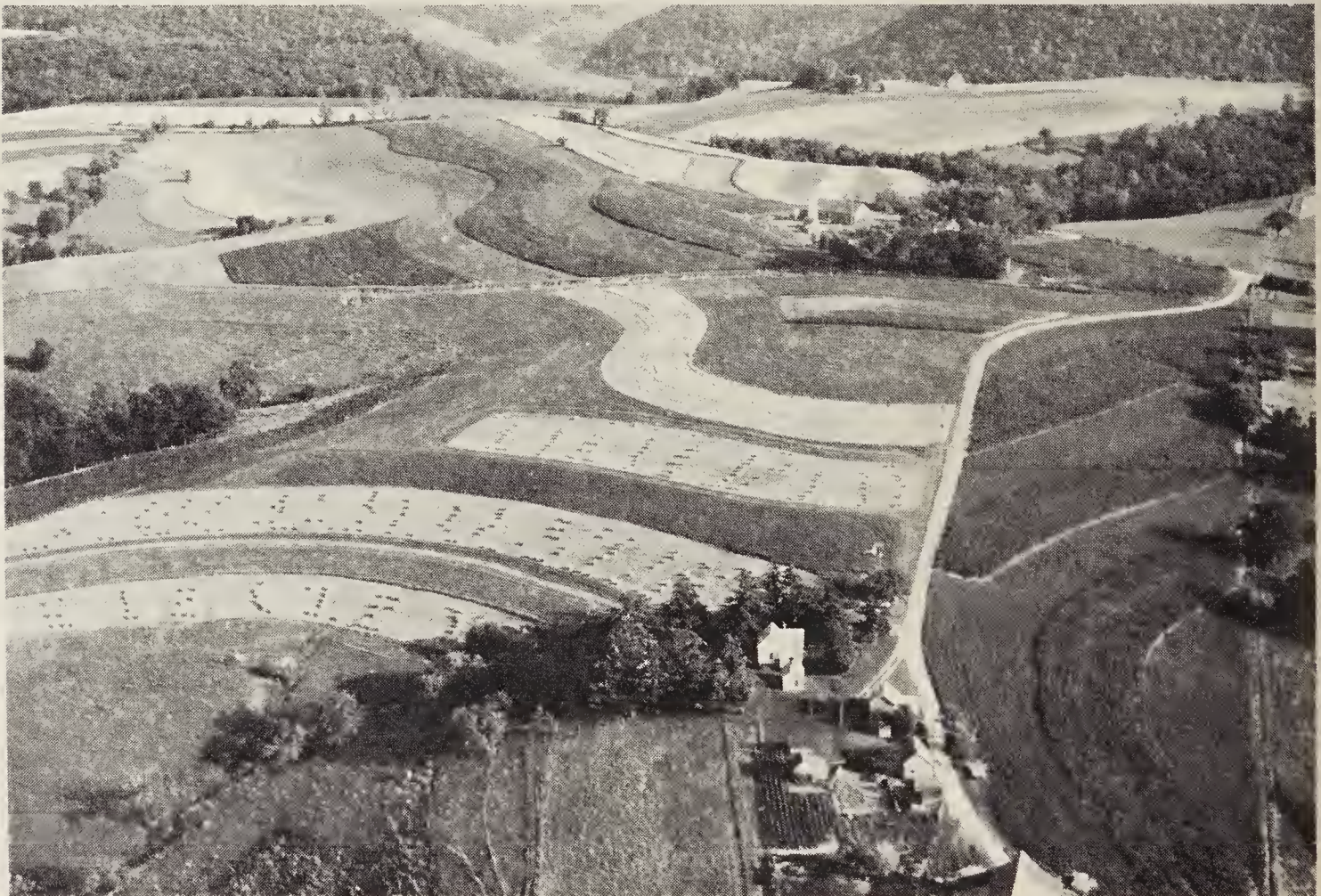
ranchers have made front page news in recent years.

In reaction to what was considered bad press pitting farmer against consumer, agricultural leaders were stirred to establish a means—a medium—to improve public understanding of the role of the producer. For years farmers and agribusiness had talked to themselves through the farm press about the greatness of U.S. agriculture. From time to time, directly or indirectly, certain groups had undertaken to communicate agriculture’s story. But the absence of industry unity was a detriment to reaching the public effectively. Ninety-five percent of the population remained unaware of the true facts and the real contribution of agriculture to the welfare of the nation and its citizens.

Finally, in the fall of 1973, for the first time in history, differences were laid aside and farm groups united to speak as one voice. The Agriculture Council of America was founded for the single purpose of taking the

farm story to the American public to insure that urban consumers get the facts about what is involved in moving food from the farm to the table.

ACA membership represents all segments of agriculture: individual producers, general farm organizations, major commodity and livestock groups, and individual companies that sell to farmers. The Council is governed by a 41-member Board of Directors reflecting both the over-all make-up of the American agricultural community and the composition of membership. Categories by commodity include: beef, cotton, dairy, feed grains, food grains, fruits and vegetables, general farm organizations, oilseeds, pork, poultry, sheep, and sugar. Firms and organizations represent: chemicals and fertilizers, commercial banks, communications, cooperatives, departments of agriculture, farm credit, farm equipment, rural electric cooperatives, seed, and state promotion groups.



The modern farm. The early American farmer might call it a miracle, and he'd be right. The modern farm today produces enough foodstuffs to meet the needs of more than 50 people.

To maintain the producer character of the organization, by-laws require that officers must be farm producers or representatives of producer groups. This specific feature was drafted and presented by a major agribusiness supplier.

The ACA dues structure is planned to encourage broad support. It is suggested that individual producers pledge ten cents for each acre cultivated or each head of livestock produced. Smaller contributions toward program activities are accepted with gratitude and continue to come in. Thus, individual farmers across the country participate along with large financial supporters such as the American International Charolais Association, ConAgra, DeKalb AgResearch, International Harvester, National Farmers Organization, the National Grange, Ocean Spray Cranberries, the U.S. Beef Breeds Council, and others.



Broadcast actuality equipment enables ACA's Center for Food Communications to tape statements from farm spokesmen and distribute them to radio stations across the country.

ACA was founded as a non-profit, non-political organization. By-laws prohibit any full-time salaried employee of any professional, trade or commodity association from being a member of the Board of Directors, a move designed to keep lobbyists from policy roles in the organization. ACA does speak out on major agricultural issues, but the message is directed to the media and the American public, not to legislative bodies. Any legislative influence which results must come strictly from consumer pressure.

As the importance of urban opinion increases, what the public hears, understands, and supports on a growing number of issues will have major impact on the total climate—



ACA's first media campaign based on the theme "We want the people who buy what we grow to know how we feel" features Illinois farmer Jeff Strack, his wife Mary Lu, and young son Joel in a series of TV spots now being aired on local television across the country.

economic and otherwise—in which agriculture, as an industry, functions. Widespread confusion about food prices, environmental matters, and a general lack of understanding of agriculture's role in the U.S. economy has created a considerable problem.

The ACA goal is to re-establish the ties that should unite both the consumer and producer based on their fundamental interests in fair and stable prices and continuity of supply. The message is a positive one: American agriculture is the "Miracle of the Century." Agriculture still provides the foundation for a strong consumer society. In a period of rising prices, the average American family still spends less of the budget dollar after taxes for food than anyone else in the world.

Will consumers listen? Consumer research indicates that the urban public is generally uninformed about agriculture, but that there is basic empathy for farmers—a desire to listen—and, most important, a receptiveness to the farmer's point of view. His credibility is high. Secondly, rising prices are of grave concern to the American family today. And weekly grocery shopping keeps the cost of food uppermost in mind. Other items may be postponed, but food is our basic source of energy. It's the one thing no one can do without. There is every reason to believe that, yes, the consumer will listen.

ACA's straight talk to people in the cities funnels through a six-point action program designed to reach an audience often enough to be effective. Primary emphasis is placed on immediate response to consumer concern and confusion on key agricultural issues.

Program activities under development include a national theme and media campaign for immediate impact; a Center for Food Communication to provide a nationwide news outlet for farm spokesmen and to offer factual, dependable assistance to urban newsmen to encourage better coverage of the farm story; a Data Resource Bank to serve as a clearing house for materials, programs, and information already in existence; and a farmer-to-media tour.

The age of the agrarian society is past. Today only five percent of this nation's population is directly engaged in farming, in producing food and fiber. Yet one modern farmer produces enough food stuffs for more than 50 people. Backing up the farmer is a modern agribusiness complex which provides 40 percent of all the jobs in the U.S.

American agriculture is the most important industry in the world today. We have the land, the technology, and the manpower to feed, not just ourselves, but people all over the world. No other industry approximates this kind of efficiency.

Don't let the straw hat fool you.

WOMEN AT WORK

N. C. Rural Electric Executive Secretaries Take Part in a National Conference

The Carolina Homemaker
Edited by Brenda Sargent

Julia Fuller is the executive secretary to Douglas P. Leary, general manager of Wake Electric Membership Corporation in Wake Forest. She has been with the cooperative fourteen years and has had two bosses during that time. She has also raised a family of two daughters, now grown, and has taken an active part in her community. In spite of it all, Julia is a woman who suggests to all who meet her that her potential is just being tapped — that she still has a lot to accomplish.

In the years that Mrs. Fuller has been with Wake EMC, she has seen many changes take place and is quick to say that they seem to come faster these days. She finds that the cooperative's membership is becoming more urban-oriented and younger. She finds that her EMC's management is also changing in that it is much more aggressive and professional in its approach to running a cooperative business.

In these fourteen years, Julia has seen automation steadily creep into the EMC and the technological impact of such things as the energy crisis touch both members and cooperative, changing some basic philosophies and ways of life for both.

In a position such as Julia's, she often finds herself at the hub of most of the activity and work going on in her office.

She is called upon increasingly to represent the EMC to its members, to help coordinate her manager's work, to pass on information from him to other staff members, to handle special assignments and keep up with what's going on all over the co-op. As she put it, "You're so busy and swept up trying to keep up, that it's often difficult to find the forest for all the trees."

Doug Leary, Wake EMC's general manager, feels that "the role of an executive secretary in a cooperative can and does vary, depending on the particular work situation, and more importantly, how the general manager views the job."

He sees Julia's job as having several equally important roles: that of an *administrator* who is able to develop, initiate and carry out routine procedure in a smooth and effective manner; a *partner* in that she and the general manager approach the total job with a "team" concept; an *advisor* who is the general manager's confidant and who will keep him aware of internal organization climate and information valuable in decision-making; and finally, a *promoter* who in her "showcase role" can positively influence the cooperative, its policies, and decisions among employees, members and generally uphold the office of the general manager.

How vital is the job? Leary doesn't think that's a hard question to answer. "The general manager's is the chief



Women attending the NRECA Executive Secretaries Conference in Washington, D.C. were addressed by Senator Thomas F. Eagleton of Missouri on some of the major issues facing the country today.

perating office of the electric cooperative," he states. The person doing an effective job as executive secretary will be making a major contribution to the organization by helping him spend his time more productively and effectively on the job."

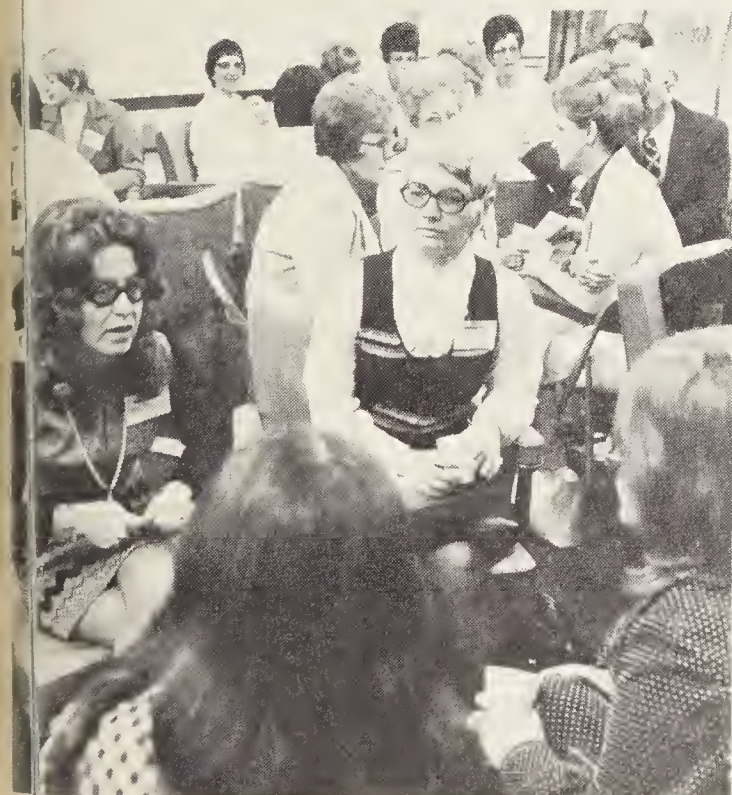
As is often the case, a pause to reflect, to take a look around and perhaps examine a situation in a broader perspective, is the very way in which one keeps on top of the ever increasing change in his life today and learns to adjust.

Julia and 10 other executive secretaries did just this early in May when they attended a national conference of rural electric executive secretaries in Washington, D.C.

The conference, sponsored by the National Rural Electric Cooperative Association, was the first of its kind ever to be offered to these key employees of rural electric systems, and was planned at the request of farsighted co-op managers from around the country to offer their secretaries a formalized program for updating and improving their specialized skills and their understanding of their role in the system.

Attending the three day conference with Mrs. Fuller from North Carolina were: Mrs. Mollie Allen of Pitt & Greene EMC in Farmville; Mrs. Lurene Brown of Halifax EMC in Enfield; Mrs. JoAnn Durner of Four County EMC, Hargaw; Miss Daphne Staggers of Jones-Onslow EMC, Jacksonville; Mrs. Joan Watson of Lumbee River EMC, Red Springs; Miss Doris Gosnell of Davidson EMC, Lexington; Mrs. Elizabeth Hackett of Tideland EMC, Pantego; Mrs. Elizabeth Parker of Pee Dee EMC, Wadesboro; Mrs. Joyce Miller of Randolph EMC, Asheboro; and Mrs. Sara Walker of Crescent EMC, Statesville.

North Carolina was proud to boast the largest number of executive secretaries in attendance out of 34 states represented at the Conference.



Informal discussions such as this were an added benefit of the Conference as they gave rural electric secretaries from all over the country a chance to share their ideas and experiences.



Douglas P. Leary, general manager and Mrs. Julia Fuller, his secretary, strive to work together as a team at Wake EMC.

During the three-day Conference, Julia heard speakers of national renown speak on a variety of subjects:

Dr. Ralph Lapp, a nuclear physicist and author of several books, gave a personal view of the energy crisis and discussed the impact it has on the rural electrification program.

Fred Pryor, a management consultant, addressed the group in a rollicking and challenging way on broadening one's job through interpersonal relationships. He gave many down-to-earth tips designed to help every secretary achieve greater success and satisfaction from her position.

Dr. Ronald E. Barnes of the famed Menninger Foundation in Kansas discussed the phenomenon of the mid-life crisis and how it affects working relationships. He asked a series of questions which enabled secretaries attending to develop perspective about themselves and put into perspective their organizations and themselves.

Other informative and exciting presentations were made by Senator Thomas F. Eagleton of Missouri, Bob Kabat, director of management services at NRECA, Representative Martha Griffiths of Michigan and James Hightower, director of the Food Action Campaign.

Besides the formal program each day, the secretaries visited NRECA headquarters and met staff members. They had many opportunities to meet each other and exchange ideas and feelings about what they were experiencing. Side trips to points of interest around Washington rounded out this much needed and exceptional learning experience.

When it was all over, and she was back at her desk, did Julia feel she had gained anything from the Conference?

"Yes, it made me consider anew, how I fit into the overall picture and whether or not I am an asset or a liability to the co-op.

"It convinced me that the prospects now for an executive secretary, if she will prepare herself and try to adapt to changing situations, are limitless."

And finally, Julia realized that in her own job she is very much encouraged to be creative and to contribute ideas. "I couldn't ask for a better person to work for," she said of her manager, "or a more challenging job."



FASHION FAVORITES



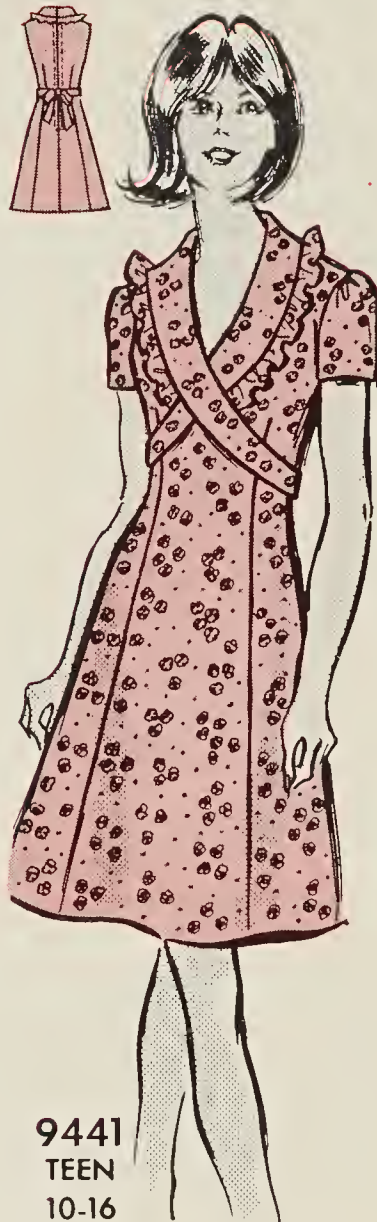
9339
10½-18½



Printed Pattern



9105
SIZES 10½-20½



9441
TEEN
10-16



9038
SIZES 6-14



9317
SIZES 8-18



9151
WAIST
24"-32"

ABOUT THE HOUSE

A Flower Pot

Get a squash out of the field in late August, make a round hole in the center, clean it out and let dry in a warm place, or any dry warm place. Paint with shellac and then plant a plant in it.

L.M. Fan
Greensboro

Easy Sliding Drawers

To make a drawer slide more smoothly and quietly, rub both sides of the drawer with soap and the underside with soap.

Remove Ink Stains

The easiest way I have found to remove ball point ink from clothing is to spray the ink with hair spray then wash in the usual manner. This I have worked for me even on my husband's permanent press white dress shirt which had been stained with ink and washed repeatedly. The ink never came out until I used the hair spray.

Glenda L. Thorpe
Peachland

Lawns Need Lime

Home lawns, just like most farm crops, need lime to reduce soil acidity or to "sweeten" the soil. The only way to determine how much lime is needed is to have a sample of your soil analyzed. Your county extension agent can provide the sample boxes and instructions for taking the same and sending it to the N.C. Department of Agriculture Soil Testing Laboratory for analysis.

Longer Linen Life

To help lengthen life of sheets and pillowcases, vary the way you fold them during storage. Constant creases in the same places weaken the threads.

If you have any helpful hints or special information that you would like to share with our readers, send them to: About the House, Carolina Country, P.O. Box 1699, Raleigh, NC 27602.

Pattern No. 9441 is cut in teen sizes: 10, 12, 14, and 16.
Pattern No. 9151 comes in waist sizes: 24", 26", 28", 30" and 32".
Pattern No. 9105 is cut in sizes: 10½, 12½, 14½, 16½, 18½ and 20½.
Pattern No. 9038 is cut in child's sizes: 6, 8, 10, 12 and 14.
Pattern No. 9339 is cut in sizes: 10½, 12½, 14½, 16½ and 18½.
Pattern No. 9317 is cut in sizes: 8, 10, 12, 14, 16 and 18.

Send \$1.00 in cash (no stamps) for each pattern to:
CAROLINA COUNTRY, Box 42, Old Chelsea Station, New York,
N.Y. 10011. For first class mail, add 15 cents for each pattern.
Be sure to include your full address, zip code and pattern size.

KITCHEN CORNER

HANG THE CREPE, SUZETTE!

Lo! Mine enemy hath sent me a cookbook,
The kind that appeals to the gourmets.
I suspect it is meant as a comment
Upon my remiss meal-time ways.

This fine author no doubt is in earnest,
He gets so involved in his theme,
But he has no regard for my money,
And flings it on truffles and cream.

Some frustrated urge in his childhood
Has rendered him quite insecure.
The whole book is replete with foreboding.
He's so inexorably sure

That I'm bound to get lumps in the gravy,
And curdle this hollandaise sauce.
On occasion his fears are well-founded.
My first "crepes Suzette" were a loss.

I'm adept at "fatiguing the lettuce,
He's taught me to saute and braise,
But he's right about lumps in my gravy.
Gad! I've curdled the sauce hollandaise!

Barbara Bennett Talley
Burnsville

Thought you might enjoy Barbara's poem, especially
a Mrs. Moyer's delightful breakfast surprise, "Cream
Cheese Waffles." Thanks to both ladies for their inspiration!

If you have a favorite recipe that you would like to share
through this column, send it to: Brenda Sargent, Kitchen
Corner, P.O. Box 1699, Raleigh, N.C. 27602. Tell us
something about the recipe and any helpful tips you have
discovered in preparing it, your family and the name of the
dish that serves you. We pay \$2 for the recipe chosen
monthly for this column.

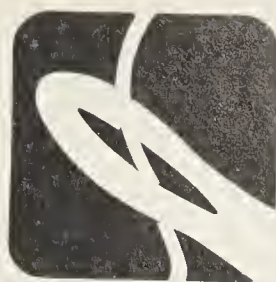
CAROLINA COUNTRY RECIPE

Cream Cheese Waffles

Submitted by Mrs. Jack Moyer, Rt. 3, Box 83, Cameron

- 8 slices of loaf bread
- 3 eggs
- ¼ cup milk
- 1 3-oz. pkg. softened cream cheese

Mix eggs and milk together and dip bread into this batter
one slice at a time, covering both sides. Spread cheese on
bread as if to butter it. Put two slices together as if to
make a sandwich with cream cheese on the inside. Place
in preheated waffle iron until done. Butter, cover with
syrup and serve. Serves four.



NEEDLE CRAFT



Pattern No. 7361

Cables create a smart, horizontal striped look on this casual, seed stitch top. The deep U neckline easily tops shirts or can be worn by itself. Knit in synthetic sport yarn to go everywhere.

Pattern No. 7351

Feel free and fashionable in this easy-fitting dress. Crochet this 2-piece outfit of knitting worsted with contrasting ripple trim. All double crochet.



Pattern No. 7150

The size and vivid color of these embroidery patterns will add a romantic touch to bed-sets, towels, table cloths or scarf ends. The roses and scrolls are done in cross stitch.

Pattern No. 7365

Add country-gay accents with new patchwork pillows. Brighten your den, living room, or bedroom with scrap-happy pillows that cost pennies, and are great gifts!



Send 75 cents (no stamps) for each pattern to:
CAROLINA COUNTRY, Needlecraft Dept., Box
162, Old Chelsea Station, New York, N.Y.
10011. Print your name and full address with
zip code and include the pattern number you want.

CONSUMER NEWS

This article has been prepared by the North Carolina State Attorney General's Consumer Protection Division. If you have a complaint or information about unfair or deceptive trade practices, notify the Consumer Protection Division, Office of the Attorney General, P.O. Box 629, Raleigh, North Carolina 27602.

Officials of a Wayne County paving company have formally agreed with Attorney General Robert Morgan to stop alleged deceptive trade practices.

According to a suit filed in November, Blacktop Service of Goldsboro has misrepresented cost, quality and service to consumers in the Goldsboro area. The agreement (based on the suit) was reached in May.

Individuals named in the action are Dick Small and Benny Small.

In affidavits filed with the suit, consumers alleged that a company representative lured them into agreeing to paving jobs. The agent was quoted as saying the paving crew had just completed a job in the vicinity. Because asphalt was left over and workmen were already in the community, better prices were available, the consumers said they were told.

One victim, the owner-operator of a small business, said Dick Small told him he had about \$50 worth of asphalt on the truck outside. The businessman said he was interested in having a 33-by-27 foot area paved.

He said Small agreed. The blacktopping was done. Small was quoted as saying he still had asphalt left. The consumer agreed to have another section in front of his business paved. This one was 13-by-33 feet.

When the asphalt had been laid, the paver gave the businessman a bill for \$850. When he protested, Small reported agreed to accept \$600 for the job.

Another consumer said Small gave him the same opening sales pitch and gave an estimate of "roughly \$200" to pave a road leading to a tract of residential property.

After the job was finished, the consumer rated the work as "very poor" because no grading was done before the asphalt was applied. The consumer was charged \$400.

A third consumer was given a similar spiel, except he was promised a project guarantee.

The paving was done and the consumer was presented a bill totaling \$1,677.90.

The consumer, a neighborhood grocer, said in the affidavit: "After the job was completed, I found that the work was unsatisfactory in that the surface was not level, there were potholes in the surface, the pavement scuffs easily, and overall workmanship seems to be of inferior quality."

In the action, filed by Associate Attorney Charles R. Hassell Jr., the court directed the company to discontinue:

- Misrepresenting the nature and scope of their business activities;
- Misrepresenting project costs and amounts of asphalt necessary for jobs;
- Performing more work than authorized under agreements with consumers;
- Representing that all paving work will be of good quality, uniform thickness and free from holes, depressions, cracks or pockets, unless these assurances are true;
- Representing that projects are guaranteed, that inspections will be made and defects corrected, unless a signed and written contract is honored in all respects.

The suit was satisfactorily concluded when representatives of Blacktop Paving and the Division entered into a consent judgment permanently stopping the pavers from engaging in practices alleged in the suit.

The judgment also provided for refunds totalling \$750 to be paid to persons who complained about the company's practices.

BEST OF BOOK

A CRY OF ANGELS. Jeff Fields. York: Atheneum, 1974. \$8.95. 383 p.

Novels about growing up, about leaving the frightening and innocent world of childhood for the equally frightening but more controlled realm of maturity, have been produced by the thousands, yet the subject seems ever fascinating. In *A Cry of Angels*, Jeff Fields, a University of North Carolina at Chapel Hill graduate now living in Florida, presents a version of this story in fourteen-year-old Earl Whitaker, from North Carolina, who inhabits a strange but beautiful Georgia town where he learns about man at his best and at his worst.

The title, which refers to one of Carl Jung's theories that our dreams and ideals are the cries of fallen angels imprisoned in our human bodies, offers philosophical pretensions not filled by the book. Fields, who has an irritating penchant for odd names, such as Jojohn, Jayell, Tio, and Doc B, is not a literary philosopher but merely a good storyteller, an achievement which needs no apology.

In his adventures, Earl, rather than a modern Huck Finn, encounters various characters and events which might well be a tall tale. A collection of boarding house residents, a half-Indian giant, a powerful and evil leader, and a social-conscious archer in love with a superwoman provide Earl's initiation into what Fields presents as reality. While that view is sentimental and oversimplified, the book is appealing in its modest appraisal of a mankind generally unacknowledged.

— Judy El

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National Farm Safety Week

CAROLINA COUNTRY JULY, 1974



POET'S CORNER

VERSES FROM OUR READERS

Add Glory to Our Flag

rich in heritage, she flies;
steeped in honor too,
Glory framed by azure skies,
rown Red, White and Blue.
Flag reflects the souls of men,
heroes from the past.
e brave who saw our land begin;
e men who made it last.
each, in time, the gladsome task
paying homage too.
imple tribute, let us ask:
egiance pledged anew.
d though our Freedom is sublime,
's do before we brag.
God, may we, in our own time,
l glory to our Flag!

Paul Ellis Bowman
Hickory

A Friend

ved in a little brown house
h pine trees all around.
e pasture to the right of me
s where the apple tree could be found.
e wooden fence gave me seat
ponder what serenity could be,
e sky changed from blue to dusk,
d I knew what was inside me.
e heavens sent me music
m the throats of the birds.
l as a mother cow let loose her bellow,
l young calf hastened to rejoin the herd.
e sun faded softly away
Al I felt assurance within,
t wherever I might follow the sun,
y myself I would find a friend.

H.B.

There's Nothing

There's nothing,
There's nothing,
A little as a needle point.
There's nothing,
There's nothing,
A quick as a blink.
There's nothing,
There's nothing,
A high as the heavens above.
There's nothing,
There's nothing,
All like love!

Crystal Burchette
Hamptonville

Listen

Sitting on the porch
Without any lights,
We can hear the sounds
Of the summer night -

From the bullfrog croaks
And the cricket trills,
To the lonely call
Of the summer night -

Vivian Louise Hague
Ronda

The Cast

Cast you are a heavy one
So awkward and so tight!
I know you mean to make me well,
But I wish that you were light.

I cannot SCRATCH, I cannot stretch.
I cannot even bend,
O, I know you mean well
And maybe soon I'll mend.

People think you are so cute
With all these autographs,
I suppose they're trying to cheer me up
And maybe make me laugh.

You make me sit around the house
While others do my work,
O.K., so it's not your fault
The reason I am hurt.

I guess I shouldn't be complaining, cast,
That you make me stay at home,
Cause if it weren't for you
There's be lots of crooked bones.

Carolyn Spruill
Edenton

Substance

Of what is love? A whim, a sigh, a flame;
A whitecap, or unfathomable sea;
A mountain's crest, or gold within its core;
One fragile moment, or infinity;
A leaf that molders, or the parent stalk;
Bland pledge to beauty, or the body's breath;
A meteor and not the constant star?
Oh, tell me, is love life, or is it death?

Barbara Bennett Talley
Burnsville

My Prayer

Father in Heaven, May Thy love guide us,
And through the daylight moving beside us.
And when the night falls
While we are sleeping,
Hold us, we pray Thee,
Safe in Thy keeping.

Let Thy dear blessings,
Fall on our home,
We know we cannot make it
Dear Lord, all alone
Working or playing, waking or sleeping,
Oh, let our lives be safe in Thy keeping.

Sandra Lynn Edwards
White Oak

Evening

The day slowly closes its eyes
and the night awakens.
Man begins his hours of rest
and the whip-o-will cries.

The sun sets in a flurry of red
and the stars come alive.
The owl begins to hunt
and the day has fled.

Betty L. Speer
Carthage

Strange Love

High upon a windy hill
Stands a bare and crooked tree.
Her branches stretch without a leaf
Out toward the foaming sea.

Once she grew, young and green;
She loved the reckless ocean;
But he only rolled and laughed,
Scorning her devotion.

Her limbs drooped low with despair.
She breathed a heavy sigh.
"Although I love in vain,
I'll love him till I die."

So now her wretched, lifeless form
Still stands without a leaf,
But the laughing ocean
Rolls and sighs with grief.

Kay Lynn
Hickory

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Should we respect our elders?

Does it still apply today?

"Our elders have worked all their lives trying to make the world worth living in for us in the future. I think, in the least, we owe them respect, because they have devoted their lives to making ours better."

**Marie Hester
Hurdle Mills**

Marie is 17 and attends Person Senior High School in Roxboro. She enjoys cheerleading, acrobatics and cooking in her spare time. Her family is served by Piedmont EMC.

"You may think that older people have old fashioned ways. A lot of young people I know feel this way and in turn they give their elders little respect. I feel it is a duty to respect our elders whether it is today or in the future. They have done a lot for us, and after all, it gains respect for us as teenagers to show them we care and have good manners."

**Jackie Latham
South Mills**

Jackie is 16 and loves "trying to play tennis." He also enjoys making and keeping friends. His parents, Mr. and Mrs. C.H. Stevenson, are served by Albemarle EMC.

"Respect for one's elders applies today as it always has. We should respect those older than us to show our appreciation of their guidance and leadership in our lives. It will also lead them to respect our opinions if we respect theirs."

**Debbie Tedder
Sparta**

Debbie is 16 and goes to Alleghany High School. Her favorite pastimes are sewing, playing tennis, and riding bike. Mr. and Mrs. Doughton Tedder, Debbie's parents, are served by Blue Ridge EMC.

"We should respect our elders because they are older and much wiser than we are. Those who know us, love us and want to help us anytime they can throughout our lives. They give us good advice and we should respect them for knowing more than we do. They have lots of years on which usually means they have experienced more. Yes, I think respect for elders still applies today, for today more than ever, we need their advice and their understanding and to get that we must respect them."

**Rita Hail
Wake Forest**

"We should respect our elders for the same reasons we should respect all human beings— regardless of their age. Our elders in particular, are deserving of respect because they are 'older and wiser.' Their judgment and actions are based on years of experience that we don't have. Just out of human consideration, however, we should respect our elders today as much as ever."

**Carol Woodlief
Oxford**

Carol is 16 and attends South Granville High School. Her hobbies are reading and playing piano. Mr. and Mrs. Woodlief are served by Wake EMC.

TEEN ROUNDTABLE

NEXT QUESTION

What can teens do to make their community a better one?

This question was submitted by Amy Smith of Rt. 11, Morganton. Amy is 13 and attends Salem Junior High. Her hobbies include swimming, basketball and bicycle riding. The Smith family is served by Rutherford EMC.

If you have a good answer, send it to THE TEEN ROUNDTABLE, Carolina Country, P.O. Box 1699, Raleigh, N.C. 27602 at once. Tell us a few facts about yourself – your age, school, hobbies, etc. Include your parents' name and the name of the electric membership corporation serving you. If your answer is published, we will send you \$5. If you want to submit a question, send it along and for each one used the sender will get a \$5 check.

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CC-7/74



N.C. EMC General Manager Bob Cleveland (left) and EMC leaders discuss rural electric issues with Senator Sam Ervin

Telling the Story

North Carolina's two U.S. Senators and 11 U.S. Representatives welcomed a parcel of 'homefolks' at their Washington offices in May. The Tar Heel visitors, in the nation's capital for North Carolina's 1974 Rural Electric Congressional Rally, gave them grassroots views on issues of concern to the consumer-owners of electric cooperatives in the state. The EMC leaders also were hosts at a reception given by North Carolina Electric Membership Corporation for the Senators and Congressmen, members of their staffs and spouses. The pictures were made by Mike Molony, field editor of *Rural Electrification* magazine. *Carolina Country* regrets space does not permit use of everybody's photo and apologizes to Rep. L.H. Fountain, Rep. David Henderson and Rep. Charles Rose, good friends of rural electrification, for omitting theirs.



Rep. Walter Jones with EMC leaders from First District



Rep. Roy A. Taylor
Getting 11th District story



Rep. Richardson Preyer
Hearing 6th District views



Rep. Ike Andrews with Fourth District EMC constituents
Doug Leary, Bob Cleveland and Al Wall



Senator Jesse Helms (tallest) poses with some of the homefolks who visited him during the N.C. Rural Electric Rally



Rep. Wilmer Mizell talks with Fifth District visitors



Rep. Earl Ruth listens to Eighth District EMC leaders



James G. Martin, Ninth District, flanked by EMC leaders



Rep. James T. Broyhill greets 10th District delegation

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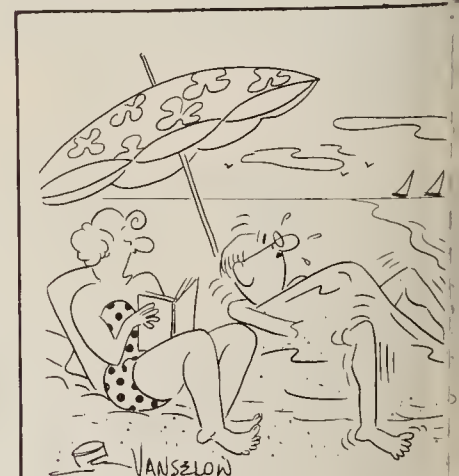
HALE

* * * * *

"Yes, Madam." "Well, I want to arrange to have my husband's fidelity insured."

* * * * *

An innocent-looking little old lady cashed her check at the supermarket and thanked the cashier, saying: "I don't know what I'd do without you people now that the bank has stopped cashing my checks."



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Time at home _____

PEOPLE

Charles D. Colvard of Greensboro became president of the Cooperative Council of North Carolina July 1. He succeeds **Harry B. Caldwell**, who



presided the Council at its annual meeting in February that he would retire from the post not later than June. Caldwell, long leader in rural programs and an organizer and Master of the N.C. State Grange, served as executive vice president of the Council since 1941. Colvard was the Council's secretary. A native of Johnston County, Colvard has a B.S. in Agriculture from Berea College and an M.S. in Dairy Manufacturing from N.C. State University. He served as an anti-aircraft officer during World War II in Europe, was general manager of Waba Dairies at Hickory, 1949-63, general manager of Pet Dairies' dairy division, 1963-65. He came to Greensboro in 1965 as general manager of the N.C. Milk Producers Federation. He was elected secretary of the Cooperative Council in 1969 and has held both positions since then. He is married to the former Juanita Yoder of Hickory. They have three daughters and two sons.

D. Branch of Evergreen, president of the board of directors of Brunswick County, is a member of a special committee studying capital projects. He serves on the membership subcommittee. The Capital Projects Study Committee held a series of meetings in five major cities across the state in June. Upon completion of the study, which will take approximately 18 months, the Committee will make recommendations to electric utilities concerning the treatment of capital credits and related matters.

Harry W. (Chick) Horney, public utility engineer for the N.C. Rural Electrification Authority, retired June 30. Horney's long career as an engineer

dates from 1930 when he graduated from N.C. State College with a B.S. in electrical engineering. His first job was with Bell Telephone Laboratories in New York City. He began working for N.C. REA in 1960 and became a full-time member of its staff in July 1962. In 1967, on leave from N.C. REA, he served with a rural electrification task force in the Philippines. He expects to continue to live in Raleigh.

The officers and directors of the North Carolina Agricultural Foundation at N.C. State University honored **Harry B. Caldwell**, retiring executive vice president of the Cooperative Council of North Carolina, for his distinguished public service. In a resolution adopted May 30, the Agricultural Foundation said: "Harry B. Caldwell, a leader on the land in our time, has beckoned us onward with visions of a more promising and plentiful future, ever serving the people of

North Carolina and the nation most especially those who till the land." The resolution listed the many honors and accolades Caldwell has earned, including an honorary Doctor of Humanities from N.C. State University, and said "his dedication to democratic institutions, tolerance of opposing viewpoints, and support of the participation of all citizens in the framing of public policy, has strengthened our democracy and its values." In addition to his leadership position with the Cooperative Council, Caldwell is president and treasurer of the N.C. Grange Insurance Company, member of the Executive Committee of the N.C. State Grange and a director of FCX Inc.



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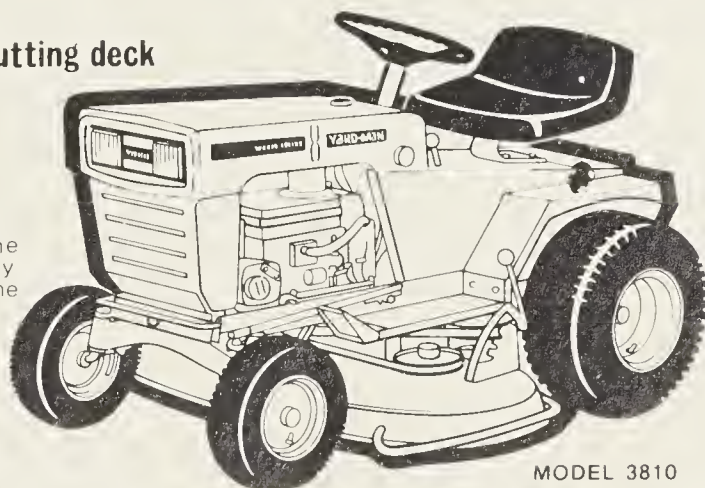
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